

ASHEVILLE MULTIMODAL TRANSPORTATION COMMISSION

PLANNING RETREAT NOTES

JUNE 16, 2015

Attending Members: Jim Grode, Bruce Emory, Julie Mayfield, Steven Obremski, Terri March, Till Dohse, Mary Weber

Attending Staff: Mariate Echeverry, Yuri Koslen, Martha McGlohon, Dan Baechtold

Council Liaison: Gwen Wisler

A. Introductions:

Members and staff introduced themselves and shared their experiences of when they understood the importance of multimodal transportation.

B. Integration of MMTC:

- a. Mariate presented some highlights of the Transit and Greenways Committees and we discussed the current goals for Transit, Greenways and Bike/Ped.
- b. In an effort to develop integrated MMTC objectives beyond those of the other three committees, we generated the following list:
 - Determine commonalities
 - Avoid redundancy and competition
 - Find umbrella issues
 - Find what is missing, such as incentives
 - Emphasize strength of cohesive planning and collaboration
 - Strengthen the perception of the value of multimodal transportation using marketing and education
 - Transition competition to collaboration between the three modes
 - Tackle bigger, overarching issues such as the Pedestrian Crash Study and DOT designs
 - Have a unified voice to speak with car advocates and DOT
 - Serve as multimodal ambassadors

ASHEVILLE MULTIMODAL TRANSPORTATION COMMISSION

PLANNING RETREAT NOTES

JUNE 16, 2015

C. Commission Roles & Responsibilities

- a. Jim presented an explanation of appropriate roles and responsibilities of the commission. This resulted in a discussion of what comprises good goals:
 - Group buy-in
 - Integrated relevant transportation and city issues
 - Realistic and attainable
 - Measurable
 - Complementary and additive to staff and city goals
 - Within our power
 - Takes a larger systems view and includes multiple goals
 - Someone on the commission is a champion of the goal to make sure it will happen
 - SMART (Specific, measurable, achievable, realistic and timely)

It also prompted a discussion about what is needed to integrate well with other commissions including

- Neighborhood Advisory
- SACEE
- Parks and Rec
- Riverfront
- Planning and Zoning

The following suggestions were made:

- Become knowledgeable of various “agendas” by getting agendas from all committees. Staff will compile these agendas and distribute to MMTC prior to meeting.
- Get regular updates from relevant Commissions, including P&Z

ASHEVILLE MULTIMODAL TRANSPORTATION COMMISSION

PLANNING RETREAT NOTES

JUNE 16, 2015

D. Goal Setting

5 goals were developed for the next year. Each goal will be handled by a sub-committee that will report on their progress at MMTC meetings.

1. Funding Advocacy

Members: Julie, Bruce, Jim and Dan

- a. Issue and advocate for White Paper
 - This is already in progress with a small team of members
 - Paper to be released September 2015
 - Once Paper is released, next steps regarding funding will become clearer
- b. Identify grants and other funding opportunities
 - All MMTC members should keep their eyes open for opportunities, but this is largely a staff responsibility
- c. Develop public-private partnerships

2. Communication & Engagement

Members: Terri and Steven to meet 3:00 6/24

- a. Draft communication plan to promote MMT
 - Determine stakeholders
 - Develop message
 - Develop media plan
 - Develop plan for engagement of citizens
- b. Implement plan
- c. Continued contact with and learning from MMT Symposium

3. Safety

- a. Bike/Ped Task Force is already handling Watch For Me NC, traffic calming, speed reduction and Bike-Friendly & Walk Friendly efforts.
 - They will share their recommendations with MMTC
 - They will pull together strategies for the city plan
- b. Signal crossing (Till will focus on this)
 - Prioritize signal issues
 - Review signals
 - Contact Jeff Moore for input (Jim)

ASHEVILLE MULTIMODAL TRANSPORTATION COMMISSION
PLANNING RETREAT NOTES
JUNE 16, 2015

4. Policy Analysis

- a. Participate and provide input to Comprehensive Plan (Jim)
- b. Participate and provide input into the Parking Plan (Bruce)

5. Coordinate with DOT

Members: Bruce, Julie and Don with support from Gwen

- a. Work with Ken regarding communication plan with the City, MMTC and DOT (Gwen to set up meeting)
- b. Create subcommittee to review 1-26 Connector DEIS and work with City Council members involved in this process

E. Next Steps

- MMTC will hold a social event with the members of the Transit Commission, the Greenways Committee and the Bike/Ped Task Force. Jim will talk to Adam about holding it at Hi-Wire.
- In the future, MMTC will hold shared work sessions/retreats with the other three committees to continue the development of integrated goals and plans.